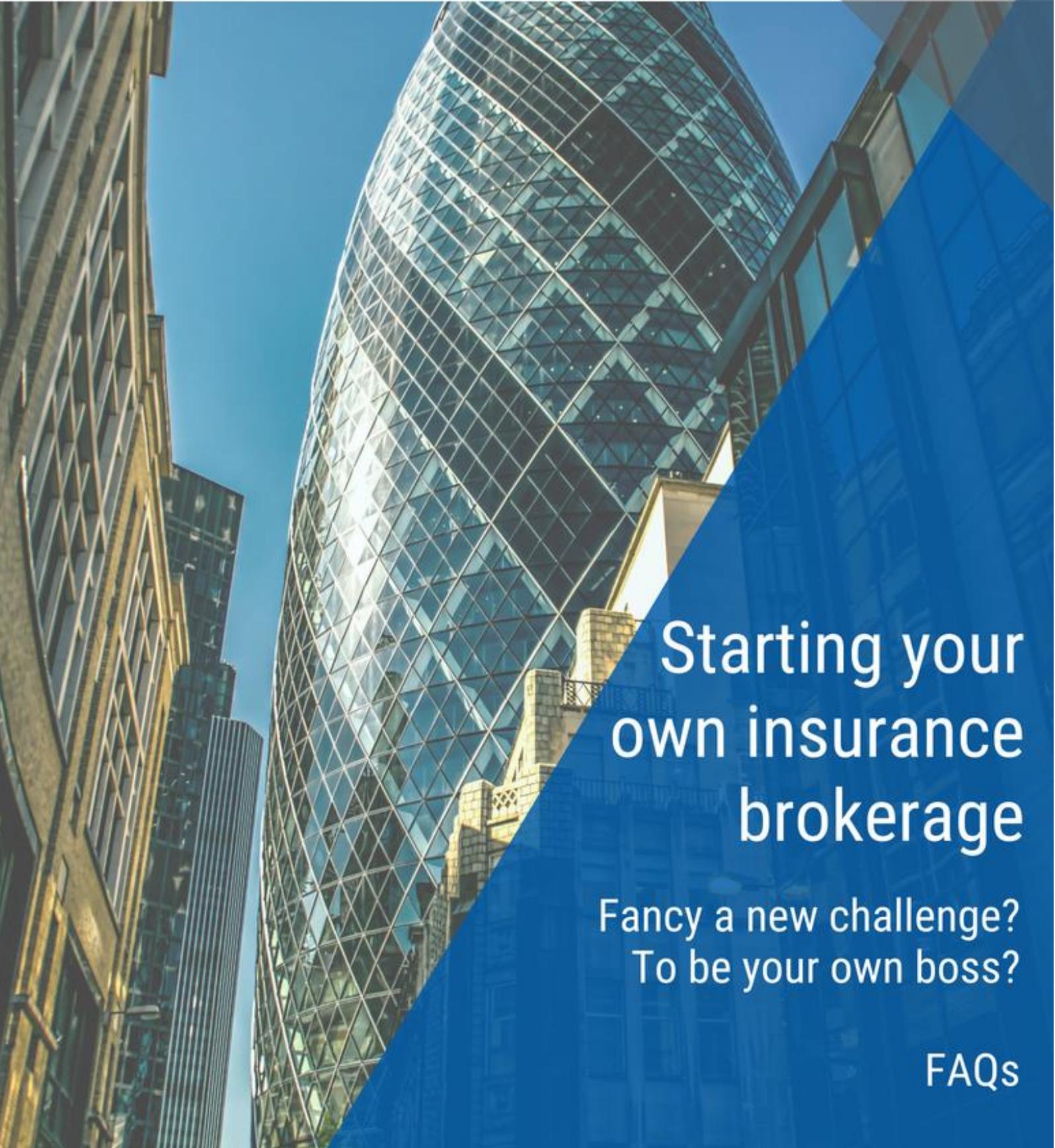




**Horner Blakey**  
Insurance Brokers



# Starting your own insurance brokerage

Fancy a new challenge?  
To be your own boss?

FAQs

## **Who controls the client?**

You do, although you will be supported at all times by our team at head office. We very much see the winning, servicing and retention of clients as a team effort.

## **Do I use my company name or do I use the Horner Blakey brand?**

You decide what is best for you.

Evidence suggests it would be advisable to consider using the Horner Blakey name as this will give you credibility in the market, greater scale – important when competing against a large broker to win / retain a case and historical longevity – Horner Blakey have been trading for almost 15 years.

Using the Horner Blakey name does improve your and our collective buying power and enhances service levels from our Insurer partners.

## **How much does it cost?**

There are no start-up costs or monthly/annual fees whatsoever. Our financial model is quite simple – you retain a % of all earnings (commission/fees) and we receive the balance to cover all support (Systems, IT, FCA costs, Compliance, Professional Indemnity and Accounts).

We have options that include account handling, broking, claims & marketing.

We really are flexible and will build an individual package to suit you.

## **Can you help me with my business plan?**

Absolutely – we would want to work with you to agree a Business, Sales and Cash Flow plan at the outset and we would help you achieve the plans through regular review meetings.

## **Will I have to do my own accounts?**

You will be responsible for your own business accounts but we can offer support in this. We will be handling client monies and payment of insurer accounts.

## **Do I have to get involved in credit control?**

It is vital that you ensure premiums are paid within agreed credit terms. We cannot pay the insurer until the client has paid you and we cannot pay you until the client has paid their premium.

## **Why work with Horner Blakey?**

Independent insurance brokers Horner Blakey are a leading city of London based independent insurance business that has expanded through organic growth over the past 12 years.

We are passionate about delivering our clients an unparalleled level of service and value - and striving to build the kind of relationships that keep our customers coming back year after year.

We have recently embarked on an exercise to grow our commercial business considerably by way of attracting self-employed appointed representatives.

The key priority would be for you to want to grow.

As a self-employed AR from day one we will expect you to hit the ground running, but that's not to say we won't support you all the way. As well as a comprehensive induction day, learning all of the systems and processes that will help to make you a successful AR, we will also offer regular training days designed specifically around you and your continuing professional development needs.

## **Who would this suit?**

- ✓ Existing Insurance Brokers
- ✓ Account Executives with good customer base
- ✓ Ambitious Sales Executives
- ✓ Current AR's of another network



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## CONTACT US IN CONFIDENCE

If you would like to find out more please contact Nick Horner, Managing Director on 07850 108050 or email [n.horner@hornerblakey.co.uk](mailto:n.horner@hornerblakey.co.uk). Needless to say all conversations will be strictly confidential.

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